



News From

Maggie Brooks

Monroe County Executive

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BROOKS JOINS SenDEC OFFICIALS FOR RIBBON CUTTING AND GRAND OPENING

Expansion Project Creates 32 New Jobs

Monroe County Executive Maggie Brooks today joined Ken Fiske, President and CEO of SenDEC Corporation in the Town of Perinton, for a ribbon cutting and grand opening ceremony for the company's new facility at 72 Perinton Parkway.

*"Monroe County is proud to partner with local businesses like SenDEC to facilitate economic growth and job creation in our community," said Monroe County Executive **Maggie Brooks**. "This is an example of the difference incentives make in helping companies to expand their operations and create new jobs locally. I commend Ken Fiske and the entire team at SenDEC for their continued investment in our economy and our community."*

*"The company had record sales last year and it was necessary to expand to larger quarters to sustain the growth going forward. The assistance we received from Monroe County and New York State, and the incentives they were able to offer, were instrumental in making this project possible and keeping our business in the Rochester region," said **Ken Fiske**, President and CEO of SenDEC. "The company's success continues to be the diversification of its sales base, both in terms of the mix of the industries it serves and the inherent and loyal customer mix within those industries."*

SenDEC received incentives from Monroe County through the County of Monroe Industrial Development Agency (COMIDA), and the company has also been approved for a \$100,000 loan through the County's Community Development Block Grant program. With these incentives, in addition to a \$75,000 capital grant from Empire State Development, New York State's economic development agency, SenDEC was able to purchase and renovate the former Paychex building located at 72 Perinton Parkway, a \$6 million project. This 60,000 square foot facility has enabled the company to sustain its growth.

The expansion project enabled SenDEC to triple its manufacturing capacity and create 32 new jobs, bringing their total number of employees in Monroe County to 90, and their overall employment in New York to 105.

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“SenDEC’s decision to stay and grow in New York has been great news for the community. Not only has the company made a significant investment, it has created new opportunities for our working men and women. This is further evidence of the positive business climate we have created in the past 10 years under Governor Pataki’s leadership,” said Empire State Development Chairman **Charles A. Gargano**. *“Our economic development team is pleased to have worked with SenDEC as it consolidated its operations. Everyday we use our innovative programs and resources to leverage private sector investment and help companies enhance their competitiveness.”*

SenDEC has been doing business in Monroe County for 33 years. The company specializes in high quality electronics design and manufacturing. SenDEC produces electronic circuit board assemblies for copiers, photographic equipment and MRIs, as well as confidential assemblies for our military. SenDEC also manufactures its own line of custom products which are sold to retailers such as Sears and privately labeled for companies like Yamaha, Honda and Toro.

Ken Fiske also announced that SenDEC’s CEM Division recently received a \$2.5 million contract from the United States Postal Service for an electronic project with shipments starting at the end of this month. **Fiske** also announced that *“two weeks ago, SenDEC placed an order for \$1.3 million in new high speed equipment which we intend to have installed in July and August of this year.”*

“Monroe County is proud to be home to leading companies like SenDEC that are driving economic growth in our community today. SenDEC is one of the fastest growing companies in the Rochester area and that’s something our entire community can take pride in,” **Brooks** concluded.

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